

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for displaying broadcast information of a television comprising:

a broadcast service provider transmitting broadcast signals of each broadcast program including region information and specific information for each region, the region information indicating a region whereby specific information exists and the specific information including a plurality of information data relating to an object included within a specific region;
and

a television receiver for receiving the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and displaying the specific information of a corresponding region when a user selects a certain region on the screen.

2. (Currently Amended) The apparatus according to claim 1, wherein the television receiver includes:

a TV controlling means for enabling the user to control TV functions and to select screen regions;

a video processing unit for video processing the broadcast signals and the specific information corresponding to each region and for displaying the signals and information on the screen;

a memory unit for storing the region information and the specific information corresponding to each region; and

a microcomputer for reading, from the memory unit, the specific information corresponding to the region of the screen selected by the user through the TV controlling means with reference to the region information and for outputting the information to the video processing unit.

3. (Original) The apparatus according to claim 2, wherein the TV controlling means includes a direction key or a track ball for selecting the screen regions.

4. (Original) The apparatus according to claim 2, wherein the television receiver further includes an Internet module enabling WEB site information included in the specific information to be read and processed through the screen.

5. (Currently Amended) A method of displaying broadcast information of a television comprising the steps of:

a broadcast service provider transmitting broadcast signals of each broadcast program including region information and specific information for each region, the specific

Reply to Office Action dated October 18, 2005

information including a plurality of information data relating to an object included within a specific region;

receiving through a television receiver the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and storing the region information and the specific information for each region among the broadcast signals;

a user operating an indicating means to search a region on the screen and selecting a desired region; and

displaying a video image of the region selected by the user or its corresponding specific information.

6. (Original) The method according to claim 5, wherein the specific information for each region consists of at least one of video related information of a corresponding region and Internet WEB site URL.

7. (Currently Amended) The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

moving a position of a cursor in accordance with the movement of the indicating means; and

changing a shape or color of the cursor[[,]] when specific information exists in the region of the screen where the cursor is positioned.

8. (Currently Amended) The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

the user pressing a selection key on the indicating means to select the region;

displaying indexes on the regions defined by the region information among the regions of the screen; and

selecting a desired index from among the displayed indexes ~~an index, which the user desires.~~

9. (Original) The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

displaying a video image of a region selected by the user on one side of the screen and displaying corresponding video related information on the rest of the screen.

10. (Original) The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

connecting to an Internet WEB site corresponding to the video image of the selected region and displaying a corresponding screen image.

11. (Currently Amended) A method of providing supplemental information in a television receiver, the method comprising:

receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and supplemental information preassigned to the interactive image region, the supplemental information including a plurality of informational data related to an object to be provided in the interactive image region;

storing the received position information and the received supplemental information in a memory and displaying the image on a display screen; and

displaying the stored supplemental information on the display screen when the interactive image region is selected by a user.

12. (Cancelled)

13. (Previously Presented) The method of claim 11, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

14. (Currently Amended) The method of claim 13, ~~wherein~~ further comprising changing a shape or color of the moveable cursor is changed when the cursor is located within the interactive image region in order to indicate an existence of the supplemental information.

15. (Previously Presented) The method of claim 11, further comprising:
undisplaying the supplemental information from the display screen when a return command is received from the user; and
redisplaying the image on the display screen.

16. (Currently Amended) A method of providing supplemental information in an Internet television receiver, the method comprising:
receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and an address of an Internet Web site preassigned to the interactive image region;
storing the received position information and the Web address in a memory and displaying the image on a display screen;
changing a shape or color of a cursor when the cursor is positioned within the at least one interactive region and the address of the Internet Web site exists regarding an item within the at least one interactive region;

connecting to the Web site based on the stored Web address and receiving contents of the Web site when the interactive image region is selected by a user; and

displaying the received contents of the Web site on the display screen.

17. (Previously Presented) The method of claim 16, wherein the Internet Web site includes one or more Internet Web pages related an object included in the interactive image region.

18. (Previously Presented) The method of claim 16, wherein the address of the Internet Web site is a uniform resource locator (URL).

19. (Previously Presented) The method of claim 16, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

20. (Previously Presented) The method of claim 16, further comprising:
undisplaying the contents of the Web site from the display screen when a return command is received from the user; and
redisplaying the image on the display screen.

21. (Currently Amended) An interactive television receiver comprising:
a tuner receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and

supplemental information preassigned to the interactive image region, the supplemental information including a plurality of informational data related to an object to be provided in the interactive image region;

a memory storing the received position information and supplemental information;

a display screen displaying the image; and

a microprocessor generating control signals for displaying the stored supplemental information on the display screen when the interactive image region is selected by a user.

22. (Previously Presented) The interactive television receiver of claim 21, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

23. (Currently Amended) The interactive television receiver of claim 22, wherein the microprocessor changes a shape or color of the moveable cursor when the movable cursor is located within the interactive image region in order to indicate an existence of the supplemental information.

24. (Previously Presented) The interactive television receiver of claim 21, wherein the microprocessor further generates control signals for undisplaying the supplemental information

and redisplaying the image on the display screen when a return command is received from the user.

25. (Currently Amended) An interactive Internet television receiver comprising:
- a tuner receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and an address of an Internet Web site preassigned to the interactive region;
 - a memory storing the received position information and the Web address;
 - a display screen displaying the image;
 - an internet module connecting to the Web site based on the stored Web address and receiving contents of the Web site when the interactive image region is selected by a user;
 - and
 - a microprocessor generating control signals for displaying the received contents of the Web site on the display screen, wherein the microprocessor changes a shape or color of a cursor when the cursor is positioned within the interactive image region.

26. (Previously Presented) The interactive Internet receiver of claim 25, wherein the Internet Web site includes one or more Internet Web pages related to an object included in the interactive image region.

27. (Previously Presented) The interactive Internet receiver of claim 25, wherein the address of the Web site is a uniform resource locator (URL).

28. (Previously Presented) The interactive Internet receiver of claim 25, wherein the user selects the interactive image region by locating the moveable cursor within the interactive image region and entering a selection command via a TV control unit.

29. (New) The apparatus according to claim 1, wherein the television receiver moves a position of a cursor in accordance with movement of an indicating device and changes a shape or color of the cursor when the cursor is positioned within the specific region in which the specific information exists regarding the object.

30. (New) The apparatus according to claim 1, wherein the television receiver displays a plurality of indexes, each index corresponding to one of the regions having specific information.

31. (New) The method of claim 16, further comprising displaying a plurality of indexes and selecting one of the indexes, wherein each index corresponds to one of a plurality of interactive image regions having an associated address of an Internet web site.